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ABSTRACT

In an effort to provide faculty and administrators with a current profile of the diverse student population at Piedmont Virginia Community College (PVCC), a study was conducted of new students entering PVCC in fall 1989. The new student population, representing 33.5% of the total fall 1989 headcount, included 849 first-time students and 644 transfer students. The ratio of new to returning students has been relatively constant for the last five years, while the ratio of first-time to transfer students has not. During fall 1985, the number of first-time students was the lowest in 11 years and the number of transfer students was the highest ever. Between 1985 and 1987, however, first-time student enrollment increased by 14.5% and transfer student enrollment decreased by 1.9%. Generally, during the past five years, the enrollment of new students has mirrored that of the student body as a whole. Demographically, the fall 1989 new and returning students were quite similar: the ratio of males to females was 2:3; the ratio of whites to minorities was 9:1; and between 25% and 30% of all new students were in the age bracket 25 to 34. More notable differences existed between the new and returning student populations. First-time students were typically younger than transfer students and more likely to study full-time at PVCC. Proportionally more first-time students studied during the day at the main PVCC campus than did transfer students, and a larger percentage of first-time students were enrolled in programs of study leading toward degrees or certificates. A research summary is attached to the report. (JMC)

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PVCC NEW STUDENT PROFILE
FALL SEMESTER 1989

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PVCC NEW STUDENT PROFILE
FALL SEMESTER 1989

INTRODUCTION

This is the fifth in a series of annual studies on new students attending Piedmont Virginia Community College (PVCC) during the fall term of a given year. The first report in the series profiled only first-time students; subsequent reports were expanded to include transfer students, as well as first-time students.[1]

The definitions of first-time, transfer, and returning students are those used by the Virginia Community College System (VCCS). First-time students are students who have never completed any college courses; transfer students are students who have completed one or more college courses but have never enrolled at PVCC; and returning students are students who have previously attended PVCC.

As noted in earlier studies, a tremendous diversity exists among new students. Some have just graduated from high school and are attending college for the first time; others are attending college for the first time, but have waited to begin studying until after raising families or retiring from jobs; still others are college graduates taking one or more courses purely for personal pleasure; and finally, others are high school or college graduates taking courses in order to acquire skills for new jobs or careers.

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[1]See Ronald B. Head, *PVCC First-Time Student Profile: Fall Quarter 1985* (PVCC Institutional Research Report No. 1-86, April 1986); Ronald B. Head, *PVCC New Student Profile: Fall Quarter 1986* (PVCC Institutional Research Report No. 3-87, April 1987); Ronald B. Head, *PVCC New Student Profile: Fall Quarter 1987* (PVCC Institutional Research Report No. 3-88, March 1988); and Ronald B. Head, *PVCC New Student Profile: Fall Semester 1988* (PVCC Institutional Research Report No. 2-89, February 1989).

Because of this diversity, it is important that faculty and administrators understand the characteristics of students attending PVCC for the first time. If new student expectations differ from faculty perceptions, new students will likely never become returning students. This study, then, is intended as a retention tool, offering perspectives for understanding new PVCC students by providing a longitudinal profile of their demographic and enrollment characteristics.

METHODOLOGY

In terms of methodology, this study is similar to previous studies on new students. The statistical treatment is descriptive, only fall end-of-term figures are used, and data sources are acknowledged at the bottom of each table in the study. For the most part, data were obtained from the Student Enrollment Booklets published electronically each fall by the VCCS.

The VCCS changed from a quarter to a semester academic calendar in 1988-89. In this regard, some caution is in order when comparing fall 1989 figures with those of fall terms prior to 1988.

NEW STUDENT HEADCOUNT

One-thousand four-hundred ninety-three new students enrolled at PVCC during Fall Semester 1989. Of these, 849 were first-time students and 644 were transfer students. New students accounted for approximately one-third (33.5%) of the total fall semester 1989 headcount. As can be seen in Figure 1, 19.1% of the total student headcount consisted of first-time students, 14.5% consisted of transfer students, and 66.5% consisted of returning students.

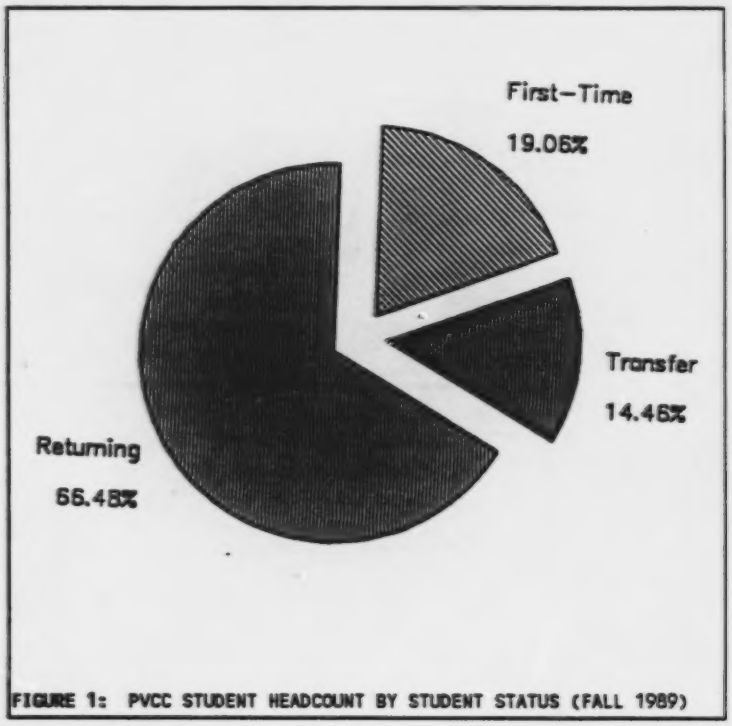

FIGURE 1: PVCC STUDENT HEADCOUNT BY STUDENT STATUS (FALL 1989)

Between fall 1988 and fall 1989, student enrollment at PVCC increased by 6.1%, and a new headcount record of 4,454 was established. First-time student enrollment increased at a slightly higher rate (8%), but transfer student enrollment decreased by 3%, so that combining the two categories (first-time and transfer), new student enrollment increased by 3% during this period of time, a lower figure than the increase in either returning students (7.8%) or all students (6.1%).

Generally, during the past five years, the enrollment of new students at the college has mirrored that of the student body as a whole (see Figure 2). Between fall 1985 and

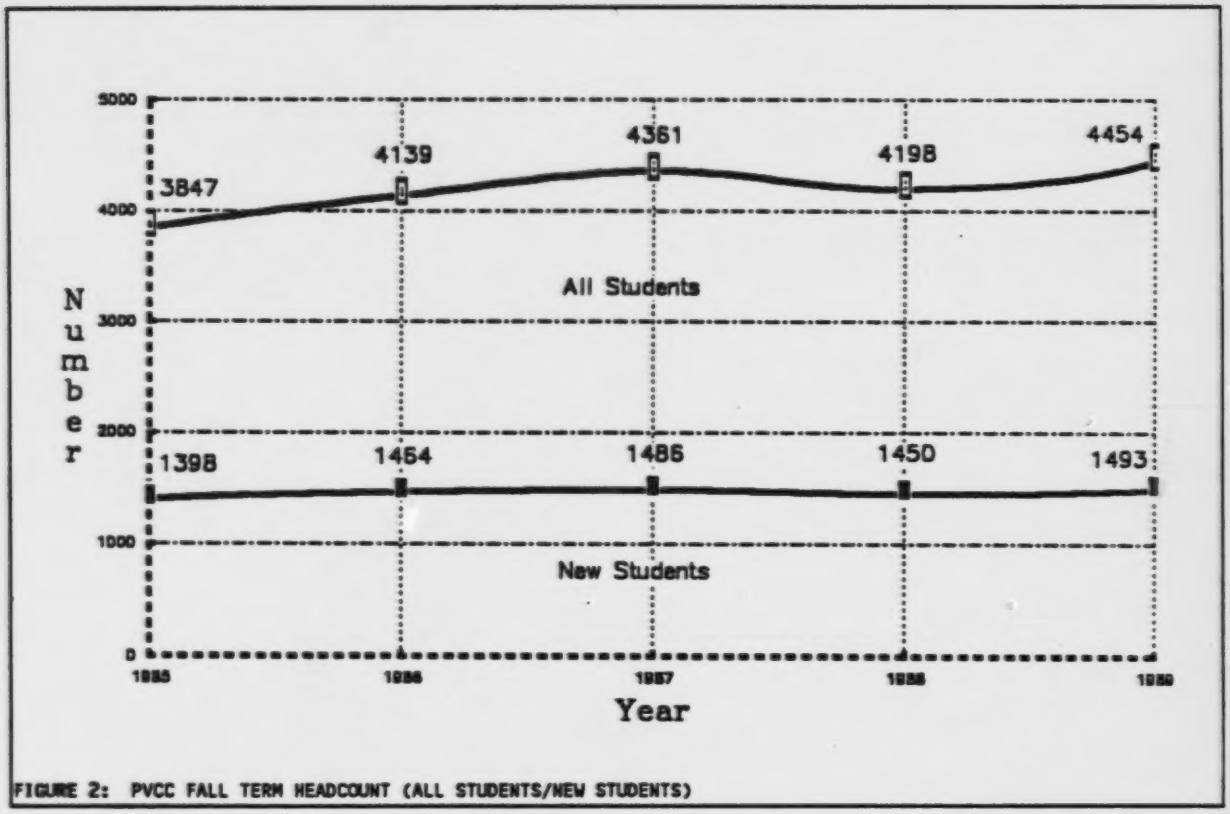

FIGURE 2: PVCC FALL TERM HEADCOUNT (ALL STUDENTS/NEW STUDENTS)

fall 1987, both total student enrollment and new student enrollment increased; between fall 1987 and fall 1988, both decreased; and between fall 1988 and fall 1989, both increased.

While the proportion of new to returning students has been relatively constant during the past five years, the proportion of first-time to transfer students has not. During Fall Quarter 1985, the number of first-time students was the lowest in eleven years, and the number of transfer students was the highest ever. Between Fall Quarter 1985 and Fall Quarter 1987, however, first-time student enrollment increased by 14.5% and transfer student enrollment decreased by 1.9%. Between fall 1987 and fall 1988, both first-time and transfer student enrollment decreased, but the gap, or difference, between the two

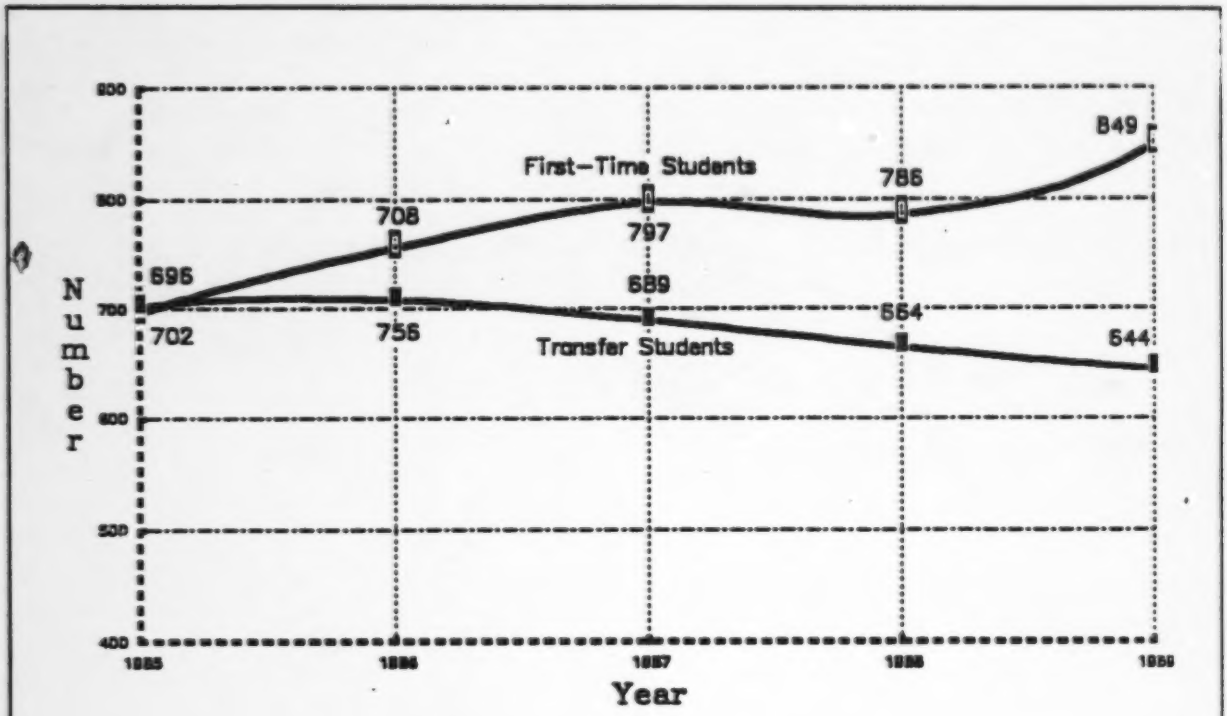

FIGURE 3: PVCC FALL TERM HEADCOUNT (FIRST-TIME STUDENTS/TRANSFER STUDENTS)

remained about the same. Between fall 1988 and fall 1989, however, the gap widened considerably. As has been noted, first-time student enrollment increased by 8%, while transfer student enrollment decreased by 3%. The difference between first-time and transfer student enrollment at PVCC is graphically depicted in Figure 3.

As noted in last year's study:

The increase in transfer students during the early and mid-1980's is probably a reflection of the growth in industry in the Charlottesville area during the period. As has been reported in earlier studies, transfer students are typically older adult students, many of whom have college degrees, and many of whom are taking courses at PVCC to obtain specific job skills. The slight growth in first-time students since fall 1985 is probably a reflection of PVCC's increased recruiting in service region high schools. As was reported in earlier studies, the typical first-time student is a recent high school graduate, 18 to 21 years of age.[2]

PVCC fall term headcount by first-time, transfer, and returning student status between the opening of the college in 1972 and fall 1988 is shown in Table 1.

TABLE 1: PVCC FALL TERM HEADCOUNT BY TYPE OF STUDENT

Year	First-Time Students No.	Pct.	Transfer Students No.	Pct.	Returning Students No.	Pct.	TOTAL STUDENTS No.	Increase
1972	270	58.4%	180	39.0%	12	2.6%	462	--
1973	469	42.8%	403	36.8%	224	20.4%	1096	137.2%
1974	504	32.8%	466	30.3%	566	36.8%	1536	40.1%
1975	975	48.4%	88	4.4%	953	47.3%	2016	31.3%
1976	881	43.4%	98	4.8%	1049	51.7%	2028	0.6%
1977	1237	47.3%	74	2.8%	1305	49.9%	2616	29.0%
1978	1488	48.3%	79	2.6%	1513	49.1%	3080	17.7%
1979	1366	42.5%	93	2.9%	1752	54.6%	3211	4.3%
1980	1396	39.4%	92	2.6%	2057	58.0%	3545	10.4%
1981	1144	30.8%	355	9.6%	2215	59.6%	3714	4.8%
1982	912	26.7%	269	7.9%	2236	65.4%	3417	-8.0%
1983	1120	29.7%	291	7.7%	2359	62.6%	3770	10.3%
1984	759	20.7%	547	14.9%	2362	64.4%	3668	-2.7%
1985	696	18.1%	702	18.2%	2449	63.7%	3847	4.9%
1986	756	18.3%	708	17.1%	2675	64.6%	4139	7.6%
1987	797	18.3%	689	15.8%	2875	65.9%	4361	5.4%
1988	786	18.7%	664	15.8%	2748	65.5%	4198	-3.7%
1989	849	19.1%	644	14.5%	2961	66.5%	4454	6.1%

SOURCE: VCCS Student Enrollment Booklet, Table 3B. Note that percentages are by row.

[2]*PVCC New Student Profile: Fall Semester 1988, Op. Cit.*, pp. 5-6.

DEMOGRAPHIC CHARACTERISTICS OF NEW STUDENTS

Demographic characteristics of fall semester 1989 students by student status (first-time, transfer, and returning) are shown in Table 2. Demographic characteristics examined in this study are sex, race, age, and residence.

TABLE 2: DEMOGRAPHIC CHARACTERISTICS OF FALL 1989 PVCC STUDENTS

CATEGORY	First-Time No.	First-Time Pct.	Transfer No.	Transfer Pct.	Returning No.	Returning Pct.	All Students No.	All Students Pct.
SEX								
Male	344	40.5%	275	42.7%	1052	35.5%	1671	37.5%
Female	505	59.5%	369	57.3%	1909	64.5%	2783	62.5%
RACE								
White	725	85.4%	584	90.7%	2637	89.1%	3946	88.6%
Black	101	11.9%	43	6.7%	265	8.9%	409	9.2%
Indian	0	0.0%	0	0.0%	3	0.1%	3	0.1%
Asian	16	1.9%	10	1.6%	36	1.2%	62	1.4%
Hispanic	5	0.6%	3	0.5%	13	0.4%	21	0.5%
Other	2	0.2%	4	0.6%	7	0.2%	13	0.3%
AGE								
Under 18	46	5.4%	1	0.2%	3	0.1%	50	1.1%
18-21	439	51.7%	103	16.0%	544	18.4%	1086	24.4%
22-24	70	8.2%	106	16.5%	342	11.6%	518	11.6%
25-34	129	15.2%	216	33.5%	966	32.6%	1311	29.4%
35-44	98	11.5%	135	21.0%	699	23.6%	932	20.9%
45-59	50	5.9%	64	9.9%	327	11.0%	441	9.9%
60 & Over	17	2.0%	19	3.0%	80	2.7%	116	2.6%
RESIDENCE								
Albemarle	284	33.5%	269	41.8%	1233	41.6%	1786	40.1%
Buckingham	18	2.1%	6	0.9%	49	1.7%	73	1.6%
Fluvanna	78	9.2%	18	2.8%	147	5.0%	243	5.5%
Greene	80	9.4%	16	2.5%	176	5.9%	272	6.1%
Louisa	56	6.6%	22	3.4%	82	2.8%	160	3.6%
Nelson	34	4.0%	17	2.6%	102	3.4%	153	3.4%
Charlottesville	159	18.7%	177	27.5%	879	29.7%	1215	27.3%
TOTAL IN-DISTRICT	709	83.5%	525	81.5%	2668	90.1%	3902	87.6%
OUT-OF-DISTRICT	113	13.3%	75	11.6%	261	8.8%	449	10.1%
OUT-OF-STATE	27	3.2%	44	6.8%	32	1.1%	103	2.3%
TOTAL	849	19.1%	644	14.5%	2961	66.5%	4454	100.0%

SOURCE: Information on sex, race, and age was taken from the VCCS Student Enrollment Booklet, Tables 11B, 14A, 14B, and 15. Information on residence was taken directly from VCCS student data by means of a Fortran program written by the author. Note that percentages are by column by group except for the last row, which indicates the percentage of students by category in the student body as a whole.

First-time and transfer students were similar with respect to sex. Slightly over 40% were males and slightly less than 60% were females. Proportionally more new students, however, were male than

returning students. Only 35.5% of all returning students were males, while 41.5% of all new students were males.

Proportionally more first-time students were black than were either transfer or returning students. The percentage of black first-time students was much higher than that of transfer black students (11.9% as opposed to 6.7%). The percentage of minority students other than black was approximately the same for first-time, transfer, and returning students.

Transfer and returning students tended to be older than first-time students. The mean (or average) age for all students during Fall Semester 1988 was 31. For transfer students, the mean age was also 31, and for returning students it was 32. For first-time students, however, the mean age was 25. The median (or midpoint) age for all students was 29; for returning students, the median age was 30; for transfer students, it was 29; and for first-time students, it was 20. This difference in age may be due to the fact that a first-time students typically include a large number of recent high school graduates.

Slightly over 80% of all first-time and transfer students resided within the PVCC service region.[3] Transfer and returning students were more likely to live within the Charlottesville metropolitan area than were first-time students. Approximately 70% of all transfer and returning students lived in either the City of Charlottesville or Albemarle County; approximately 50% of first-time students lived within these two jurisdictions.

The demographic characteristics of new students have been quite stable over time (see Table 3). Since the late 1970's. the ratio of males to females has been 2:3 and the

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[3]Returning students had an even higher rate of residence within the service region (90.1%).

ratio of whites to minorities has been nearly 9:1. Between 25% and 30% of all new students have been in the age bracket 25 to 34, and approximately 80% have lived within the college's service region.

TABLE 3: DEMOGRAPHIC CHARACTERISTICS OF PVCC FALL TERM NEW STUDENTS

	1985		1986		1987		1988		1989	
CATEGORY	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
SEX										
Male	557	39.8%	550	37.6%	602	40.5%	614	42.3%	619	41.5%
Female	841	60.2%	914	62.4%	884	59.5%	836	57.7%	874	58.5%
RACE										
White	1237	88.5%	1279	87.4%	1312	88.3%	1300	89.7%	1309	87.7%
Black	138	9.9%	148	10.1%	140	9.4%	119	8.2%	144	9.6%
Indian	0	0.0%	5	0.3%	3	0.2%	4	0.3%	0	0.0%
Asian	16	1.1%	19	1.3%	12	0.8%	16	1.1%	26	1.7%
Hispanic	5	0.4%	11	0.8%	12	0.8%	9	0.6%	8	0.5%
Other	2	0.1%	2	0.1%	7	0.5%	2	0.1%	6	0.4%
AGE										
Under 18	27	1.9%	18	1.2%	22	1.5%	35	2.4%	47	3.1%
18-21	399	28.5%	455	31.1%	471	31.7%	481	33.2%	542	36.3%
22-24	164	11.7%	186	12.7%	153	10.3%	168	11.6%	176	11.8%
25-34	399	28.5%	366	25.0%	417	28.1%	384	26.5%	345	23.1%
35-44	245	17.5%	259	17.7%	252	17.0%	237	16.3%	233	15.6%
45-59	148	10.6%	116	7.9%	137	9.2%	130	9.0%	114	7.6%
60 & Over	16	1.1%	64	4.4%	34	2.3%	15	1.0%	36	2.4%
RESIDENCE										
Albemarle	498	35.6%	482	32.9%	548	36.9%	518	35.7%	553	37.0%
Buckingham	44	3.1%	54	3.7%	24	1.6%	22	1.5%	24	1.6%
Fluvanna	74	5.3%	59	4.0%	76	5.1%	67	4.6%	96	6.4%
Greene	62	4.4%	49	3.3%	74	5.0%	72	5.0%	96	6.4%
Louisa	53	3.8%	56	3.8%	85	5.7%	72	5.0%	78	5.2%
Nelson	49	3.5%	45	3.1%	60	4.0%	51	3.5%	51	3.4%
Charlottesville	333	23.8%	502	34.3%	358	24.1%	357	24.6%	336	22.5%
IN-DISTRICT	1113	79.6%	1247	85.2%	1225	82.4%	1159	79.9%	1234	82.7%
OUT-OF-DISTRICT	221	15.8%	152	10.4%	184	12.4%	227	15.7%	188	12.6%
OUT-OF-STATE	64	4.6%	65	4.4%	77	5.2%	64	4.4%	71	4.8%
TOTAL	1398	38.1%	1464	38.1%	1486	34.1%	1450	33.2%	1493	33.5%

SOURCE: Information on sex, race, and age was taken from the VCCS Student Enrollment Booklets, Tables 11B, 14A, 14B, and 15. Information on residence was taken directly from VCCS student data by means of a Fortran program written by the author. Note that percentages are by column by group except for the last row, which indicates the percentage of new students within the total student body.

ENROLLMENT CHARACTERISTICS OF NEW STUDENTS

TABLE 4: ENROLLMENT CHARACTERISTICS OF FALL SEMESTER 1989 PVCC STUDENTS

CATEGORY	First-Time No.	First-Time Pct.	Transfer No.	Transfer Pct.	Returning No.	Returning Pct.	All Students No.	All Students Pct.
Full-Time	264	31.1%	65	10.1%	508	17.2%	837	18.8%
Part-Time	585	68.9%	579	89.9%	2453	82.8%	3617	81.2%
Day Student	600	70.7%	317	49.2%	1878	63.4%	2795	62.8%
Evening Student	249	29.3%	327	50.8%	1083	36.6%	1659	37.2%
On-Campus	641	75.5%	477	74.1%	2343	79.1%	3461	77.7%
Off-Campus	208	24.5%	167	25.9%	618	20.9%	993	22.3%
In-State	830	97.8%	602	93.5%	2919	98.6%	4351	97.7%
Out-of-State	19	2.2%	42	6.5%	42	1.4%	103	2.3%
Developmental	0	0.0%	0	0.0%	30	1.0%	30	0.7%
Occup./Technical	78	9.2%	23	3.6%	613	20.7%	714	16.0%
College Transfer	287	33.8%	78	12.1%	1075	36.3%	1440	32.3%
Unclassified	484	57.0%	543	84.3%	1243	42.0%	2270	51.0%
A.A.	107	12.6%	30	4.7%	301	10.2%	438	9.8%
A.S.	180	21.2%	48	7.5%	774	26.1%	1002	22.5%
A.A.S.	75	8.8%	22	3.4%	560	18.9%	657	14.8%
Diploma	0	0.0%	0	0.0%	1	0.0%	1	0.0%
Certificate	3	0.4%	1	0.2%	52	1.8%	56	1.3%
Developmental	0	0.0%	0	0.0%	30	1.0%	30	0.7%
Unclassified	484	57.0%	543	84.3%	1243	42.0%	2270	51.0%
TOTAL	849	19.1%	644	14.5%	2961	66.5%	4454	100.0%

SOURCE: VCCS Student Enrollment Booklet, Tables 4, 6C, 14A, 14B, and 15. Note that percentages are by column for each group except for the last row, which indicates the percentage of each category in the student body as a whole.

Table 4 shows enrollment characteristics of fall semester 1989 PVCC first-time, transfer, and returning students.

One of the major findings of previous studies was that sharper differences in enrollment characteristics existed among new students (first-time and transfer) than between new students and returning students.[4] Table 4 reveals that these same differences still exist.

A much larger percentage of first-time student were classified as full-time than were either transfer or returning students (see Figure 4). Full-time students were those who took 12 or more credits of course work during the semester. Over 30% of the first-time students were full-time, while only 10.1% of the transfer students were full-time.

[4]See, for instance, *PVCC New Student Profile: Fall Quarter 1986, Op. cit.*, p. 11, or *PVCC New Student Profile: Fall Quarter 1987, Op. Cit.*, p. 12.

Nearly 30% of all first-time students were classified as evening students; over 70% of all transfer students were evening students. An evening student is any student who takes all of his or her classes after 6:00 p.m. However, with respect to location of study, little difference existed between first-time and transfer students. Approximately one-quarter of all new students, whether first-time or transfer, took all classes off campus. With respect to in-state/out-of-state classification, a larger percentage of transfer students (6.5%) were classified as out-of-state than were first-time students (2.2%).

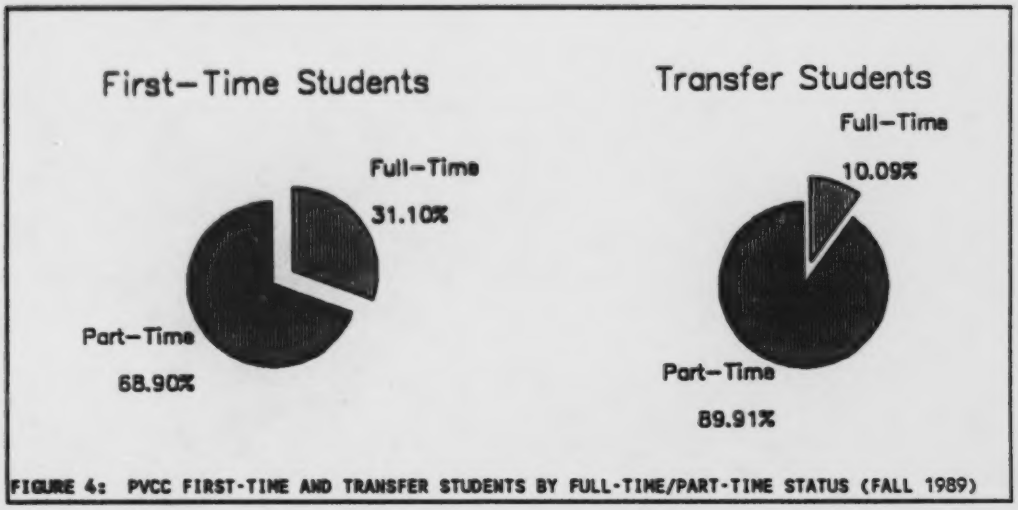

FIGURE 4: PVCC FIRST-TIME AND TRANSFER STUDENTS BY FULL-TIME/PART-TIME STATUS (FALL 1989)

A much greater percentage of first-time students than transfer students were enrolled in programs of study leading toward degrees or certificates (see Figure 5). Forty-three percent of all first-time students were enrolled in degree programs; only 15.7% of the transfer students were enrolled in degree programs. Approximately one-third of all first-time students were enrolled in college transfer programs (those leading toward the Associate of Arts [A.A.] or Associate of Science [A.S.] degrees); only 12.1% of all transfer students were enrolled in college transfer programs. Nine and two-tenths percent of the first-time students were enrolled in occupational/technical programs as opposed to 3.6%

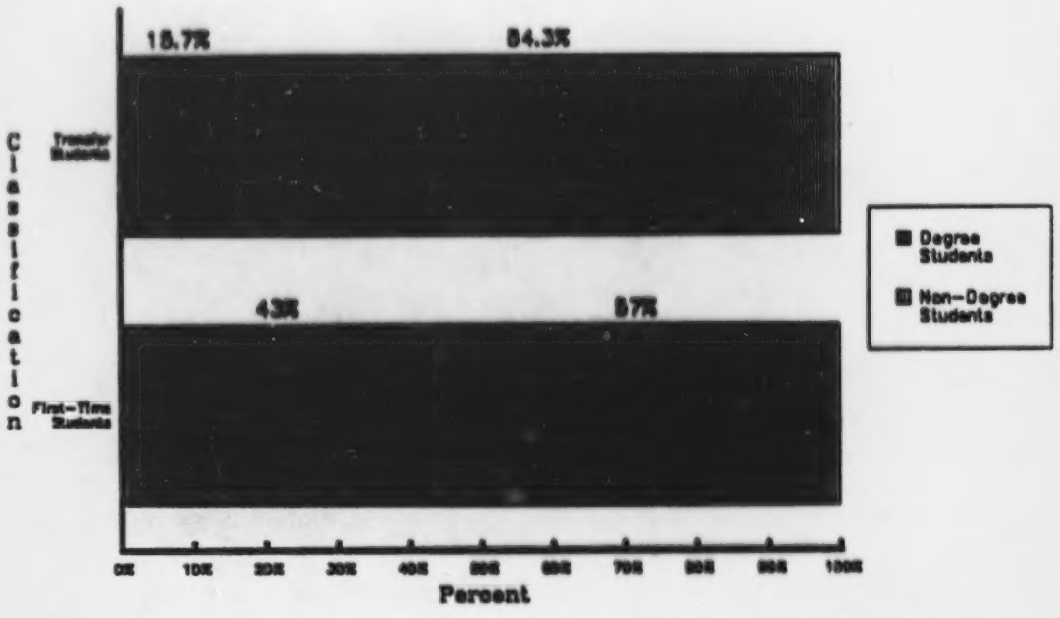

FIGURE 5: PERCENTAGE OF PVCC STUDENTS SEEKING DEGREES BY FIRST-TIME/TRANSFER STATUS (FALL 1989)

of the transfer students. Occupational/technical programs are those leading toward the Associate of Applied Science (A.A.S.), a certificate, or a diploma.

Enrollment characteristics of new students have been relatively stable during the past five years (see Table 5). However, between Fall Semester 1988 and Fall Semester 1989, the percentage of degree-seeking new students dropped by 10%. This loss is largely the result of fewer first-time students declaring their intention to seek degrees at PVCC. Between fall 1988 and fall 1989, the percentage of first-time students enrolled in degree programs fell from 55.6% to 43% (a 12.6% decrease); the percentage of transfer students enrolled in degree programs fell from 24.1% to 15.7% (an 8.4% decrease).

TABLE 5: ENROLLMENT CHARACTERISTICS OF PVCC FALL TERM NEW STUDENTS

CATEGORY	1985 No.	1985 Pct.	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.	1989 No.	1989 Pct.
Full-Time	263	18.8%	292	19.9%	354	23.8%	312	21.5%	329	22.0%
Part-Time	1135	81.2%	1172	80.1%	1132	76.2%	1138	78.5%	1164	78.0%
Day Student	807	57.7%	883	60.3%	910	61.2%	849	58.6%	917	61.4%
Evening Student	591	42.3%	581	39.7%	576	38.8%	601	41.4%	576	38.6%
On-Campus	963	68.9%	1081	73.8%	1077	72.5%	1111	76.6%	1118	74.9%
Off-Campus	435	31.1%	383	26.2%	409	27.5%	339	23.4%	375	25.1%
In-State	1340	95.9%	1412	96.4%	1419	95.5%	1394	96.1%	1432	95.9%
Out-of-State	58	4.1%	52	3.6%	67	4.5%	56	3.9%	61	4.1%
Developmental	35	2.5%	55	3.8%	19	1.3%	2	0.1%	0	0.0%
Occup./Technical	138	9.9%	142	9.7%	153	10.3%	145	10.0%	101	6.8%
College Transfer	311	22.2%	356	24.3%	457	30.8%	452	31.2%	365	24.4%
Unclassified	914	65.4%	911	62.2%	857	57.7%	851	58.7%	1027	68.8%
A.A.	65	4.6%	91	6.2%	124	8.3%	132	9.1%	137	9.2%
A.S.	246	17.6%	265	18.1%	333	22.4%	320	22.1%	228	15.3%
A.A.S.	117	8.4%	119	8.1%	144	9.7%	131	9.0%	97	6.5%
Diploma	5	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Certificate	16	1.1%	23	1.6%	9	0.6%	14	1.0%	4	0.3%
Developmental	35	2.5%	55	3.8%	19	1.3%	2	0.1%	0	0.0%
Unclassified	914	65.4%	911	62.2%	857	57.7%	851	58.7%	1027	68.8%
TOTAL	1398	37.1%	1464	39.9%	1486	38.6%	1450	33.2%	1493	33.5%

SOURCE: VCCS Student Enrollment Booklet, Tables 4, 6C, 14A, 14B, and 15.
Note that percentages are by column by group except for the last row, which indicates the percentage of new students in the student body as a whole.

Table 6 presents new student enrollment by curriculum from Fall Quarter 1985 through Fall Semester 1989. As can be seen, the sharpest decrease in degree-seeking students between fall 1988 and fall 1989 occurred in General Studies, where the number of students dropped from 150 to 79, a 47.3% decline. Part of the reason for this decline may have been the increased efforts in 1989 by the Office of Admissions and Records to accurately classify students.

TABLE 6: PVCC FALL TERM NEW STUDENT ENROLLMENT BY CURRICULUM

	1985		1986		1987		1988		1989	
CATEGORY	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Business Admin.	75	16.7%	74	14.9%	94	15.4%	117	19.6%	103	22.1%
Education	19	4.2%	19	3.8%	14	2.3%	22	3.7%	9	1.9%
Fine Arts	4	0.9%	14	2.8%	10	1.6%	17	2.8%	23	4.9%
General Studies	113	25.2%	143	28.7%	186	30.5%	150	25.1%	79	17.0%
Liberal Arts	61	13.6%	77	15.5%	114	18.7%	115	19.3%	114	24.5%
Science	39	8.7%	29	5.8%	39	6.4%	31	5.2%	37	7.9%
AA/AS TOTAL	311	69.3%	356	71.5%	457	74.9%	452	75.7%	365	78.3%
Accounting	7	1.6%	18	3.6%	15	2.5%	12	2.0%	12	2.6%
Computer Info.	33	7.3%	19	3.8%	21	3.4%	33	5.5%	19	4.1%
Data Processing	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Draft & Design	0	0.0%	6	1.2%	11	1.8%	3	0.5%	5	1.1%
Electronics	22	4.9%	19	3.8%	14	2.3%	18	3.0%	17	3.6%
Management	27	6.0%	23	4.6%	29	4.8%	27	4.5%	17	3.6%
Marketing	0	0.0%	1	0.2%	9	1.5%	5	0.8%	3	0.6%
Nursing	3	0.7%	2	0.4%	11	1.8%	5	0.8%	7	1.5%
Office Systems	0	0.0%	0	0.0%	0	0.0%	7	1.2%	10	2.1%
Police Science	11	2.4%	12	2.4%	11	1.8%	17	2.8%	5	1.1%
Resp. Therapy	3	0.7%	8	1.6%	8	1.3%	4	0.7%	2	0.4%
Science Lab.	0	0.0%	0	0.0%	2	0.3%	0	0.0%	0	0.0%
Sec. Science	10	2.2%	11	2.2%	13	2.1%	0	0.0%	0	0.0%
AAS TOTAL	117	26.1%	119	23.9%	144	23.6%	131	21.9%	97	20.8%
Arts/Crafts	1	0.2%	2	0.4%	1	0.2%	0	0.0%	0	0.0%
Career Studies	12	2.7%	14	2.8%	4	0.7%	8	1.3%	3	0.6%
Clerical Studies	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.2%
Drafting	1	0.2%	1	0.2%	1	0.2%	3	0.5%	0	0.0%
Draft Design	5	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Electronic Svc.	1	0.2%	2	0.4%	1	0.2%	1	0.2%	0	0.0%
Health Tech.	1	0.2%	1	0.2%	1	0.2%	1	0.2%	0	0.0%
Law Enforcement	0	0.0%	3	0.6%	1	0.2%	1	0.2%	0	0.0%
DIP/CERT TOTAL	21	4.7%	23	4.6%	9	1.5%	14	2.3%	4	0.9%
TOTAL	449	11.9%	498	13.6%	610	15.9%	597	13.7%	466	10.5%

SOURCE: VCCS Student Enrollment Booklet, Table 6C. Note that percentages are by column except for the last row, which shows the percentage of new, degree-seeking students with the total student body.

PVCC AND VCCS NEW STUDENTS

Table 7 presents a comparison between fall semester 1989 new students from PVCC and from the VCCS by selected demographic and enrollment characteristics. Please note that the two categories, PVCC and VCCS, are exclusive--PVCC data have been removed from VCCS data.

TABLE 7: A COMPARISON BETWEEN PVCC NEW STUDENTS AND OTHER VCCS NEW STUDENTS BY SELECTED DEMOGRAPHIC AND ENROLLMENT CHARACTERISTICS (FALL 1989)

CATEGORY	PVCC	VCCS
Male	41.5%	46.1%
Female	58.5%	53.9%
White	87.7%	80.2%
Black	9.6%	13.4%
Indian	0.0%	0.3%
Asian	1.7%	3.1%
Hispanic	0.5%	1.9%
Other	0.4%	1.1%
Under 18	3.1%	4.6%
18-21	36.3%	38.5%
22-24	11.8%	9.7%
25-34	23.1%	24.1%
35-44	15.6%	14.5%
45-59	7.6%	7.4%
60 & Over	2.4%	1.2%
Full-Time	22.0%	26.8%
Part-Time	78.0%	73.2%
Day Student	61.4%	70.6%
Evening Student	38.6%	29.4%
On-Campus	74.9%	84.9%
Off-Campus	25.1%	15.1%

CATEGORY	PVCC	VCCS
In-State	95.9%	90.8%
Out-of-State	4.1%	9.2%
Developmental	0.0%	3.0%
Occup./Technical	6.8%	21.6%
College Transfer	24.4%	21.0%
Unclassified	68.8%	54.4%
A.A.	9.2%	4.5%
A.S.	15.3%	16.6%
A.A.S.	6.5%	14.5%
Diploma	0.0%	0.5%
Certificate	0.3%	6.7%
Developmental	0.0%	3.0%
Unclassified	68.8%	54.4%
No Major	68.8%	57.4%
Health	0.6%	1.1%
Business	11.3%	17.9%
Agriculture	--	0.2%
Public Service	0.3%	2.1%
Fine Arts	1.5%	1.2%
Liberal Arts/Educ	13.5%	13.0%
Science	2.5%	3.0%
Engr/Industr	1.5%	4.2%

SOURCE: VCCS Student Enrollment Booklet, Tables 4, 5, 11B, 14A, and 14B. Note that the two categories, PVCC and VCCS, are exclusive--PVCC data have been removed from VCCS data.

As has been the case during the past several years, the typical PVCC new student was more likely to be female than the typical VCCS new student. Perhaps the reason for this is that PVCC offers a number of programs, such as nursing and respiratory therapy, which traditionally appeal to women. The typical VCCS new student was less likely to be white than the typical PVCC new student. Nearly 20% of all VCCS students were non-

white, while slightly over 12% of all PVCC students were non-white. The typical VCCS new student was also more likely to be younger than the typical PVCC new student.

Larger percentages of VCCS new students than PVCC new students were classified as full-time, day, and on-campus. One reason for this might be that proportionally more VCCS students were first-time than were PVCC new students. Over three-quarters of all new VCCS students were first-time (76.5%); over one-half of all new PVCC students were first-time (65%). First-time students typically study full-time at the main campus during the day.

With respect to program enrollment, a larger percentage of PVCC new students than VCCS new students were unclassified (68.8% for PVCC; 54.4% for the VCCS). A much larger percentage of VCCS new students were enrolled in occupational/technical programs (21.6% for the VCCS; 6.8% for PVCC) and a slightly smaller percentage in college transfer programs (21% for the VCCS; 24.4% for PVCC).

CONCLUSIONS

As noted in previous studies, the differences among new students were more pronounced than the differences between new and returning students. First-time students were typically younger than transfer students and more likely to study full-time at PVCC. Proportionally more first-time students studied during the day at the main PVCC campus than did transfer students. A larger percentage of first-time students were enrolled in programs of study leading toward degrees or certificates.

First-time students at PVCC are closer to the common perception of college students (recent high school graduates, 18 to 22 years of age, studying full-time) than are college transfer students. College transfer students are a more diverse group, attending PVCC for a wide variety of reasons.

One major finding in this year's study which may merit further investigation concerns program enrollment. Quite simply, both the number and percentage of new students enrolling in instructional programs leading toward degrees or certificates at PVCC dropped sharply between Fall Semester 1988 and Fall Semester 1989. Within the VCCS as a whole, the opposite was true. In fall 1988, a larger percentage of PVCC new students than VCCS new students were enrolled in degree programs (41.2% for PVCC; 40.3% for the VCCS). Between fall 1988 and fall 1989, however, degree-seeking, new students in the VCCS rose to 42.6%, and degree-seeking new students at PVCC fell to 31.2%.

Of course, the number of degree-seeking students during previous fall terms may have been exaggerated--recent efforts by the Office of Admissions and Records to accurately classify students resulted in the number of General Studies students declining by nearly 50%. Still, the number of unclassified students at PVCC rose by 20.7% from Fall Semester 1988 to Fall Semester 1989. This is certainly an alarming increase, and why so many new students in fall 1989 decided not to enroll in degree programs is unclear.

PVCC Institutional Research Brief

March 1990

PVCC NEW STUDENT PROFILE: FALL 1989

This brief summarizes the major findings of *PVCC New Student Profile: Fall Semester 1989* (PVCC Institutional Research Report No. 2-90, March 1990), a study on new students attending Piedmont Virginia Community College (PVCC) during Fall Semester 1989. Students new to both PVCC and college in general are classified as first-time; students new to PVCC but having one or more credits from other institutions of higher education are classified as transfer; students who have taken classes at PVCC previously are classified as returning.

One-thousand four-hundred ninety-three new students enrolled at PVCC during Fall Semester 1989. Of these, 849 were first-time students and 644 were transfer students. New students accounted for approximately one-third (33.5%) of the total fall semester 1989 headcount. As can be seen in Figure 1, 19.1% of the total student headcount consisted of first-time students, 14.5% consisted of transfer students, and 66.5% consisted of returning students.

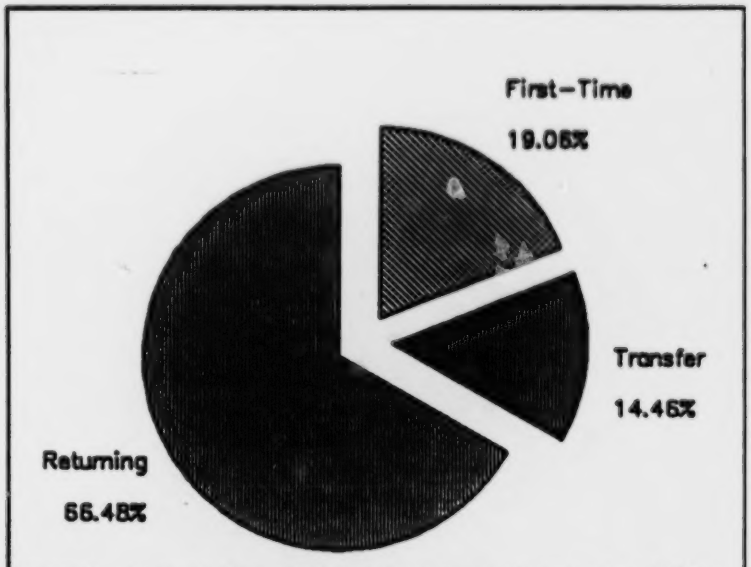

FIGURE 1: PVCC STUDENT HEADCOUNT BY STUDENT STATUS (FALL 1989)

As noted in previous studies, the differences among new students were more pronounced than the differences between new and returning students. First-time students were typically younger than transfer students and more likely to study full-time at PVCC. Proportionally more first-time students studied during the day at the main PVCC campus than did transfer students. A larger percentage of first-time students were enrolled in programs of study leading toward degrees or certificates.

First-time students at PVCC are closer to the common perception of college students (recent high school graduates, 18 to 22 years of age, studying full-time) than

(Continued on reverse side)

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One major finding in this year's study which may merit further investigation concerns program enrollment. Quite simply, both the number and percentage of new students enrolling in instructional programs leading toward degrees or certificates at PVCC dropped sharply between Fall Semester 1988 and Fall Semester 1989. Within the Virginia Community College System (VCCS) as a whole, the opposite was true. In fall 1988, a larger percentage of PVCC new students than VCCS new students were enrolled in degree programs (41.2% for PVCC; 40.3% for the VCCS). Between fall 1988 and fall 1989, however, degree-seeking, new students in the VCCS rose to 42.6%, and degree-seeking new students at PVCC fell to 31.2%.

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